



**JAI HIND COLLEGE
BASANTSING INSTITUTE OF SCIENCE
&
J.T.LALVANI COLLEGE OF COMMERCE
(AUTONOMOUS)**

"A" Road, Churchgate, Mumbai - 400 020, India.

**Affiliated to
University of Mumbai**

Program : S.Y.B.COM

Proposed Course : Commerce

**Credit Based Semester and Grading System (CBCS) with
effect from the academic year 2019-20**

S.Y.B.COM Commerce Syllabus

Academic year 2019-2020

Semester III

Course Code	Course Title	Credits	Lectures /Week
CCOM301	Principles of Management	3	3
CCOM302	Advertising I	3	3
CCOM303	Marketing Management	3	3



S.Y.B.COM Principles of Management Syllabus

Semester III – Theory

Course: CCOM301	Principles of Management (Credits : 3 Lectures/Week: 3)	
	<p>Objectives:</p> <ol style="list-style-type: none"> 1. to provide basic conceptual and applicative knowledge about business organizations 2. to develop the student's employability and entrepreneurial skills <p>Outcomes:</p> <p>Understanding the nuances of business organization-its objectives, new trends, project planning & start-ups.</p>	
Unit 1	<p>Introduction to Management</p> <ul style="list-style-type: none"> • Management- Concept, Nature, Functions, Managerial Skills & Competencies, levels of Management, Mintzberg's 9 Managerial Roles. • Henry Fayol's Principles • Modern Management Approach- Peter Drucker's dimensions of management, Indian Management thoughts: Origin & Significance of Indian Ethos to Management. 	10 lectures
Unit 2	<p>Planning & Decision Making</p> <ul style="list-style-type: none"> • Planning - Steps, Importance, Components, Coordination– Importance • M.B.O -Process, Advantages, Management By Exception- Advantages Management Information System- Concept, Components • Decision Making- Techniques, Essentials of a Sound Decision Making, Impact of Technology on Decision Making. 	10 lectures
Unit 3	<p>Organising</p> <ul style="list-style-type: none"> • Organising-Steps, Organisation Structures Features of Line & Staff Organisation, Matrix Organisation , Virtual Organisation • Departmentation- Meaning -Bases, Span of Management- Factors Influencing Span of Management, Graicuna's Theory of Span of Management, Tall and Flat Organisation. • Delegation of authority- Process, Barriers to Delegation, Principles of Effective Delegation. Decentralisation: Factors Influencing Decentralisation, Centralization v/s Decentralisation 	13 lectures
Unit 4	<p>Directing & Controlling</p> <ul style="list-style-type: none"> • Motivation –Concept, Importance, Influencing factors • Importance of Communication, Barriers to effective Communication • Leadership- Concept, Functions, Styles, Qualities of a good leader. • Controlling –Concept, Steps, Essentials of good control system, Techniques of Controlling -PERT, CPM, Budgetary Control, Management Audit. 	12 lectures

	Total Lectures	45 lectures
Textbook & References		
<ol style="list-style-type: none"> 1. Koontz Harold & Weihrich Harold, 2017, “Essentials of Management- An International, Innovation, and Leadership Perspective”, 10th Edition, McGraw Hill Education (India) Private Limited. 2. Aswathappa K & Ghuman Karminder, 2010, “Management- Concept, Practice & Cases”, McGraw Hill Education (India) Private Limited. <p>(BOTH REFERENCE BOOKS AVAILABLE IN JAI HIND COLLEGE LIBRARY.)</p>		

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

- (i) C.A.-I : Test – 20 Marks of 30 mins. duration
- (ii) C.A.-II : 20 Marks Project Work and Class Presentations

II. Semester End Examination (SEE)- 60 Marks

S. Y. B. COM Advertising I Syllabus

Semester III – Theory

Course: CCOM302	Course Title: Advertising 1 (Credits :3 Lectures/Week: 3) Total = 45 lectures	
	<p>Objectives: 1. To provide basic conceptual and applicative knowledge about advertising 2. To develop the student's employability and interpersonal skills</p> <p>Outcomes: Understanding the nuances of advertising, new trends, etc.</p>	
Unit I	<p>Introduction to Advertising</p> <p>A. Integrated Marketing Communications (IMC)- Concept, Features, Elements of advertising in IMC</p> <p>B. Advertising: Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers.</p> <p>C. Classification of advertising: Geographic, Media, Target audience and Function.</p>	Lectures 10
Unit II	<p>Media in Advertising</p> <p>A. Conventional/Traditional Media</p> <ul style="list-style-type: none"> - Print Media(newspapers, magazine, fliers. Advantages & Disadvantages - Broadcast media (TV, radio)(Advantages and Disadvantages) - Out of home /outdoor media(Advantages and Disadvantages) - (Posters, Billboards, Hoarding, Transit (Advantages and Disadvantages) <p>B. Contemporary Media :</p> <p>Out of Home advertising-Blimps, balloons, drones, flags, Wraps, merchandise, event sponsorship, film advertising.</p> <p>Ariel, Transit, Digital media-Significance of digital media, Limitations of Digital media, Internet advertising, Social media advertising.</p> <p>C. Special Purpose Advertising: Rural advertising, Political advertising-, Financial Advertising, Corporate Image advertising, Native Advertising, Green Advertising, Covert advertising, Surrogate advertising, Institutional Advertising, Primary Advertising, Advocacy advertising, Features of all the above special purpose advertising.</p>	Lectures 12
Unit III	<p>Economic & Social Aspects of Advertising</p> <p>A. Economic Aspects: Effect of advertising on consumer demand, Monopoly and Competition, Price.</p> <p>B. Social aspects: Ethical and social issues in advertising, positive and negative influence of advertising on Indian values and culture. Role of women in adverteng, Celebrity endorsement, and role of children in advertising.</p>	Lectures 11

Unit IV	Advertising Agency:(Project work) Advertising Agency: Features, Organizational structure, agency selection criteria, Agency Client relationship, Client Turnover, Agency accreditation, Types of Agencies Career Options, Freelancing Career Options - Graphics, Animation, Modelling, Dubbing	Lectures 12
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Textbook& References:

1. Advertising and Promotion : An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education
2. Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education
3. Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education Limited
4. Kleppner’s Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011– Pearson Education Limited
5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma –Prentice Hall
6. Advertising Management, 5th Edition, 2002 – Batra, Myers and Aaker – Pearson Education
7. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing
8. Brand Equity & Advertising- Advertising’s role in building strong brands, 2013-David A. Aker, Alexander L. Biel, Psychology Press
9. Brand Positioning – Strategies for Competitive Advantage, SubrotoSengupta, 2005, Tata McGraw Hill Publication.
10. The Advertising Association Handbook - J. J. D. Bullmore, M. J. Waterson, 1983 - Holt Rinehart & Winston
11. Integrated Advertising, Promotion, and Marketing Communications, Kenneth E. Clow and Donald E. Baack, 5th Edition, 2012 – Pearson Education Limited
12. Kotler Philip and Eduardo Roberto, Social Marketing, Strategies for Changing Public Behaviour, 1989, The Free Press, New York.
13. Confessions of an Advertising Man, David Ogilvy, 2012, Southbank Publishing
14. Advertising, 10th Edition, 2010 - Sandra Moriarty, Nancy D Mitchell, William D. Wells, Pearson

Evaluation Scheme

[A] Evaluation scheme for Theory courses

1. Continuous Assessment (C.A.) - 40 Marks

(iii)C.A.-I : Test – 20 Marks of 30 mins. duration

(iv)C.A.-II : 20 Marks Project Work and Class Presentations

2. Semester End Examination (SEE)- 60 Marks

S.Y.B.COM Marketing Management Syllabus

Semester III – Theory

Course: CCOM303	Course Title: Marketing Management (Credits : 3 Lectures/Week: 3)	
	<p>Objectives: 1. to provide basic conceptual and applicative knowledge about marketing 2. to develop the student's employability and interpersonal skills</p> <p>Outcomes: Unique methodology of teaching and learning will provide the students basic conceptual and applicable knowledge and an excellent opportunity to develop industry level skill set.</p>	
Unit I	<p>Marketing Management and Marketing Environment</p> <ul style="list-style-type: none"> • Marketing management : Definition, need and importance of marketing Management • Functions of Marketing Management • Micro and Macro Environment with specific reference to India • Emerging Marketing opportunities in India – Marketing at the bottom of the pyramid, growing middle class • Environmental Scanning & Market Opportunity Analysis. • International marketing environment 	Lectures 13
Unit II	<p>Marketing Mix-1& 2</p> <ul style="list-style-type: none"> • Product- Definition • Product Levels • Product Classification- Based on durability & tangibility, consumer goods & industrial goods. • Product Life Cycle: Stages and features of each stage, • Product Positioning: Meaning and Importance, Steps. • Pricing- Meaning and objective of Pricing, Factors affecting pricing decisions, Methods of pricing, Steps. 	Lectures 14
Unit III	<p>Marketing Mix- 3</p> <ul style="list-style-type: none"> • Distribution- Types of Middlemen • Factors affecting channels decisions • Functions performed by middlemen • Logistics- Meaning & components • E-marketing-Meaning, merits & demerits • Online Retailing-Successful online retailers in India & abroad 	Lectures 9
Unit IV	<p>Marketing Mix- 4</p> <ul style="list-style-type: none"> • Integrated Marketing Communication (IMC)- Concept. • Promotion- Elements of promotion mix. • Objectives of Promotion & marketing Communication • Factors affecting, promotion mix decisions • Steps in Marketing communication programme • Types of Communication tools 	Lectures 9

	<ul style="list-style-type: none"> • Factors affecting communication tools • Sales Promotion • Differences between Advertising & Sales Promotion • Publicity & Public Relations • Role of Social Media in Marketing Communication. 	
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Textbook& References:

1. Philip Kotler (2003). Marketing Management: Eleventh Edition. New Delhi : Pearson Education
2. V. S. Ramaswani and S Namakumari (2002). Marketing : Planning, Implementation and Control (3rd Edition) New Delhi, Macmillan India
3. Michael Porter – Competitive Advantage
4. Theodore Levitt – Marketing Management
5. Fundamentals of Marketing – William Stanton
6. R. Kalokota, Andrew V. Winston, Electronic Commerce - A Manger's Guide, Pearson Education
7. Tripathi, E-Commerce, Jaico Publishing House, Mumbai, Edn. 2010.

Evaluation Scheme

[A] Evaluation scheme for Theory courses

III. Continuous Assessment (C.A.) - 40 Marks

(v) C.A.-I : Test – 20 Marks of 30 mins. duration

(vi) C.A.-II : 20 Marks Project Work and Class Presentations

IV. Semester End Examination (SEE)- 60 Marks